A9095-14

TOY MANUFACTURERS OF AMERICA, INC.

NATIONAL STATISTICS PROGRAM

SHIPMENTS
1984 vs 1985

February 1986

SHIPMENTS

DOLLARS (First Billing Value[1]) & UNITS
1984 vs 1985
Volumes have been projected to reflect total industry levels
(Estimated volumes in millions)

	DOLLARS			UNITS		
	1984	1985	% Change	1984	1985	% Change
I. ACTION FIGURES/ DOLLS & ACCESSORIES	$2,466	$3,108	+26%	480	501	+ 4%
Robots	220	726		44	106	
Action Figures	377	487		141	143	
A.F. Accessories	345*	353		41*	40	
Baby Dolls	512	758		31	33	
Fashion Dolls	161	109		26	18	
Mini Dolls	134*	91		19	13	
Other Dolls	265	214		94	76	
Baby Doll Access.	195	178		25	24	
Fashion Doll Access.	94	90		31	27	
Other Doll Access.**	38	32		10	9	
Doll Houses/Furn.	125	70		18	12	
II. GAMES/PUZZLES (NON-ELECTRONIC)	$1,043	$ 642	−38%	212	161	−24%
Children's Board Games	62	57		14	13	
Other Board Games	598	234		59	31	
Action/Skill Games-Children	74	93		14	15	
Action/Skill Games-Adult/Family	36	41		4	4	
Card Games	49	29		27	18	
Puzzle Games**	8	6		3	2	
Strategy Games	49	54		12	11	
Word Games	29	21		6	4	
Other Non-Elec. Games	55	33		20	17	
Cardboard Puzzles	60	53		45	38	
Wood /Plastic Puzzles	23	21		8	8	
III. TOTALLY ELECTRONIC GAMES	$ 164	$ 235	+43%	9	13	+44%
Electronic Learning Aids**	113	204		6	11	
Elec. Hand Held/Tabletop	51	31		3	2	
IV. SPORTS/OUTDOOR TOYS	$ 419	$ 457	+ 9%	67	67	N.C.
Playground Equipment	127	118		3	3	
Wading Pools	69	66		7	7	
Foam Sports Toys	37	41		12	12	
Water/Sand/Pool Toys	38	40		14	14	
Other**	148	192		31	31	
V. RIDING TOYS (EXCL. BICYCLES)	$ 285	$ 283	− 1%	19	18	− 5%
Plastic Tricycles	91	72		7	6	
Metal Tricycles	26	24		1	1	
Other Pedal Ride-Ons	21	16		1	1	
Riding Sports	18	21		6	6	
Other Riding Vehicles	129	150		4	4	
VI. NON-RIDING TRANSPORTATION	$ 784	$ 695	−11%	239	209	−13%
Battery Operated Vehicles	244	232		38	34	
Mechanically Operated Veh.	56	33		14	8	
Elec. Car/Truck Sets	37	31		1	1	
Elec. Car/Truck Access.	10*	7		2	1	
Elec. Train Sets	41	42		1	1	
Elec. Train Access.	24	28		3	2	
Non-Powered Veh. Sets/Access.	78	65		9	8	
Non-Powered Veh. 6" or Less	145	100		146	130	
Non-Powered Veh. Over 6"	149	157		25	24	
VII. ARTS/CRAFTS/MODELS	$ 391	$ 375	− 4%	190	177	− 7%
Paint Sets & Supplies	41	42		23	23	
Crayon/Chalk/Drawing Sets & Supplies	113	118		77	78	
Other Sets/Supplies	148	129		58	49	
Plastic Model Kits	89	86		32	27	
VII. MISCELLANEOUS ACTIVITY TOYS	$ 275	$ 290	+ 5%	132	132	N.C.
Wipe-Off Boards/Magic Slates	3	4		6	7	
Paper Dolls	2	3		1	1	
Reusable Compounds	21	18		21	20	
Mechanical Design Toys	18	25		4	4	
Musical Toys	51	80		8	13	
Remaining Misc. Activity	180	160		92	87	
IX. ROLE PLAYING TOYS	$ 269	$ 253	− 6%	67	51	−24%
Appliances-Powered/ Non-Powered	120	134		14	13	
Tea Sets	21	14		9	5	
Other Household/Food Toys	8	5		2	1	
Other Role Playing Toys	120*	100		42	32	

* 1984 Figures revised from previous report.
** Limited sample.

[1]First Billing Value: first price paid for an item in the U.S.

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	DOLLARS			UNITS		
	1984	1985	% Change	1984	1985	% Change
X. INFANT/PRE-SCHOOL	$ 739	$ 816	+ 10%	167	168	+ 1%
Infant Toys	208	255		62	65	
Pre-School Blocks	32	50		8	9	
Pre-School Learning Toys	46	33		6	5	
Pre-School Talking/Sound Toys	84*	56		10	6	
Pre-School Tub Toys	16	12		12	8	
Pre-School Push/Pull Toys	29	42		6	7	
Pre-School Playsets	43	68		5	6	
Remaining Pre-School	281	300		58	62	
XI. REMAINING MISCELLANEOUS	$1,435	$1,531	+ 7%	533	491	- 8%
Toy Guns/Rifles	64	68		23	23	
Bldg. Sets/Construction Toys	141	189		20	25	
Activity Books	77	69		154	138	
Learning/Study Books	29	39		27	30	
Remaining Books	159	132		115	114	
Plush (includes Electronic Plush)	544	585		125	90	
Audio/Visual	332	350		48	49	
Educational/Scientific Toys	30	58		13	14	
Children's Furniture	59	41		8	8	
• TOTAL INDUSTRY	$8,270	$8,685	+ 5%	2,115	1,988	- 6%

NOTES

- Number of Companies Responding = 87
- These Companies accounted for 59% of Industry shipments (dollars) in 1984 and 57% in 1985
- Figures include imports

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